



**GENDER EQUALITY, INCLUSIVE
GOVERNANCE AND THE LAW:**
ALIGNED FOR A BETTER WORLD



**ÉGALITÉ DES GENRES,
GOUVERNANCE INCLUSIVE ET LOIS:**
EN HARMONIE POUR UN MONDE MEILLEUR

2018 Conference Sponsorship Opportunities

January 22-23, 2018
Ottawa, ON

Hosted by Canadian Association of International
Development Professionals in collaboration with
the Canadian Council on International Law

www.caidp-rpcdi.ca



CAIDP

About Us

Incorporated in 1993, the Canadian Association of International Development Professionals (CAIDP) is a non-profit organization with a mission to support its members in the delivery of international development. A voluntary organization, run by and for its members, the objectives of the association are to:

- **Foster** excellence in international development consulting
- **Promote** the collective professional interests of international development consultants
- **Provide** a forum for members to exchange professional information and engage in professional development

- **Give** a voice to the international development community.

These objectives support CAIDP's vision, "to support effective international development through the expertise of our members and partnerships."

As part of the mandate to educate and professionally develop our members, CAIDP holds an **annual conference** featuring informative speakers and one-on-one sessions with subject matter experts.

For more information about the organization, please visit <http://www.caidp-rpcdi.ca>.

CAIDP's Membership:

Canada's leading international professionals

More than 85% of conference goers are CAIDP members. About 150 members strong, CAIDP is comprised of private sector firms and individual consultants, academic institutions and non government organizations all working in the sphere of international development.

CAIDP's membership base is comprised of Canada's leading international development professionals. We are well skilled, and well-travelled. Some are sole proprietors, others are business organizations of varying sizes. About half of the businesses that make up CAIDP are headed by women.

We offer services and guidance to intergovernmental agencies such as the United Nations, multi-lateral

banks (e.g. World Bank) and other international development bodies. Most common areas of specialization are: capacity building/training, monitoring and evaluation, technical assistance and policy development.

Our corporate members are of particular importance as they occupy positions of influence. They also transact millions of dollars in international business annually.

A few facts about us:

- We are concentrated in the NCR and the big cities, but have members across the country
- Members range from occasional revenue earners to those earning over \$100,000/per year
- About a third of us work for Global Affairs Canada for at least



25% of our work time; while UN organizations are the second most frequent client for CAIDP members.

- In the past ten years, members have secured more of their work outside of Canada.
- Ninety percent hold a Master's degree or higher.
- Ninety-five percent work in English, 50% in French, 30% in Spanish, and 20% in a

constellation of other languages; more than a third traverse multiple languages.

As a sponsor of the annual gathering of CAIDP members, you have unprecedented access and exposure to this pool of experience.

Do you have specific questions about our membership? Reach out to us.



Facts About CAIDP

- We are concentrated in the National Capital Region and major centers, but have members across the country
- Members range from occasional revenue earners to those earning over \$100,000/per year
- About a third of us work for Global Affairs Canada for at least 25% of our work time; not far behind, while UN organizations are the second most frequent client for CAIDP members.
- In the past ten years members have secured more of their work outside of Canada.
- 90% hold a Master's degree or higher.
- 95% work in English, 50% in French, 30% in Spanish, 20% in a constellation of other languages; more than a third traverse multiple languages.



Annual Conference

Gender Equality, Inclusive Governance and the Law

In mid-2017, Canada announced its new foreign policy priorities in diplomacy and defence, in trade and in international development. Together these policies set out Canada's international position. Rather than turning inward in the face of turbulent times, this government is signaling an urgency to step up and address the strains on multilateralism. How will this new commitment to “Canadian liberalism” on the world stage look? And how should development and legal and human rights practitioners like us prepare to engage in the new vision?

For more information about the conference or to view the conference program please visit:

www.caidp-rpcdi.ca/2018-conference-program

Captivating Speakers

Hosted at Global Affairs Canada, 125 Sussex Drive, this year's conference will again deliver impressive, note-worthy speakers. Some of our more notable speakers in the past have included leader of the New Democratic Party, Thomas Mulcair, former Prime Minister of Canada Rt. Hon., Joe Clark, and United Nations Assistant Secretary General, Thomas Gass.

This year's roster of speakers promises to be no less exciting. Our program this year features Rakesh Rajani, Director, Civic Engagement, FORD Foundation, and former Deputy Minister Colleen Swords among others.

New this year we have Innovative Showcases which profile unique and topical international projects.

The ever-popular "one-on-one" expert sessions are available for participants to make or broaden existing connections.

Additionally, we host influential representatives from Global Affairs Canada, World Bank, United Nations, Care Canada and many more.

As a conference sponsor you are afforded exceptional access to these captivating individuals as well as benefit from positive brand association.






Increasing Your Visibility

As a sponsor, we ensure your brand is well represented on our website, in our member communications and on all printed materials, as well as being visibly displayed throughout the conference venue. We also offer the opportunity for unique branding opportunities at social events and conference sessions.

For a complete breakdown of our sponsorship opportunities we welcome you to have a look at the complete listing of Sponsorship Levels, found on page 8.

Sponsorship Levels

We offer a wide variety of sponsorship opportunities to accommodate organizations of any size. We also welcome unique branding opportunities, such as branded conference bags or sponsored receptions. Don't see what you're looking for? Let us know and we will be happy to pull together a sponsorship proposal that better meets your needs.



Platinum

Platinum Sponsor - \$5,000

- Identified as a premier sponsor of the conference. Sponsorship acknowledged verbally and with signage during ALL keynote sessions as well as noted in the conference program
- Dedicated booth at conference site- available for entire conference duration
- Organization's logo prominently displayed in conference program back cover (1/2 page), on sponsorship page of program and on website (Extra large size)
- Three (3) complimentary full conference passes with additional passes offered at member rate.



Gold

Gold Sponsor - \$3,500

- Identified as sponsor of a keynote addresses (Sponsorship acknowledged verbally and noted in the program of the conference)
- Dedicated booth at conference site- available for entire conference duration
- Organization's logo prominently displayed in conference program back cover (1/4 page), on sponsorship page of program and on website (Large size)
- Two (2) complimentary full conference passes with additional passes offered at member rate.



Silver

Silver Sponsor - \$2,500

- Organization's logo prominently displayed in conference program back cover (1/8 page), on sponsorship page of program and on website (Medium size)
- Dedicated booth at conference site- available for entire conference duration
- Two (2) complimentary full conference passes with additional passes offered at



Bronze

Bronze Sponsor - \$1,000

- Organization's logo prominently displayed in conference program back cover (1/16 page), on sponsorship page of program and on website (Small size)
- One (1) complimentary full conference pass with additional passes offered at member rate.



Copper

Copper Sponsor - \$500

- Organization's name listed on sponsorship page of program and on website
- One (1) complimentary full conference pass with additional passes offered at member rate.

Booth Sponsor - \$175

- Dedicated booth at conference site- available for entire conference duration

For More Information

Please contact: Gayle McClelland, Conference Coordinator

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